

Abstract

The present invention is to provide a fuel dispensing system for enhancing cash transactions wherein the system includes a fuel dispenser associated with a control system and a receiver adapted to receive signals including identification indicia from a remote communications unit associated with the customer. The receiver operates in conjunction with the control system to retrieve the identification indicia from the remote communications unit. A cash transaction indicator is provided in association with the control system and adapted to signal the control system that a cash transaction is taking place. The control system will provide customer related information associated with the identification indicia when a cash transaction is indicated. The system may also include a transmitter associated with the control system and adapted to transmit the customer related information to the remote communications unit associated with the customer. Alternatively, the control system may include memory for storing the customer related information in association with the identification indicia. The related information may correspond directly to customer change resulting from a cash transaction wherein the change is determined by the control system during the transaction. In addition to storing credit for change based on a cash transaction, loyalty points may be provided and stored on or in association with the transponder. Preferably, the cash transaction indicator is located at the dispenser and is selectable by the customer at the beginning of the transaction. The cash transaction indicator may also be activated by an operator of the system upon determining the customer is using cash for the transaction. Typically, the cash transaction indicator resulting from an operator input is located at a terminal within the fuel station store.